

3030 Summit St. Signal Hill Kansas City, MO 64108 Main: (816)753-4567 Billing:

Billing Address:

Smart Media Group LLC Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314

Send Payment To:

**WDAF** 3600 Solutions Center Chicago, IL 60677-3006

NVOICE	
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Invoice #	Invoice Date	Invoice Month	Invoice Period
587548-1		November 2012	10/29/12 - 11/06/12
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Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

Flight Dates	Order #	Alt Order #
11/02/12 - 11/06/12	587548	
Billing Calendar	Billing Type	
Broadcast	Cash	
Special Handling		
IDB # 1046	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	•

S	DC	ts
0	ЭC	ITS

							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1	11/02/12	11/02/12	M-F 9-10a	9-10a	F	:30	1	\$500.00	NM	
V	Veeks:	Start Date 10/29/12	***************************************	/TFSS Spots/Week	<u>Rate</u> \$500.00					
9	Spots: # Ch		Date Air Time	Description	Start/End Time	Lengt	h Ad-ID			Rate Type
Ī	1 4		***************************************	<u> </u>	9-10a		0 NON1001TV			\$500.00 NM
			, OE, (E 0.01, M)		V . V					
2	11/05/12	11/06/12	M-F 9-10a	9-10a	MT	:30	2	\$500.00	NM	
V	Veeks:	Start Date 11/05/12		/TFSS Spots/Week	<u>Rate</u> \$500.00					
	Spoto: # Ch			Description	Start/End Time	Lengt	th Ad-iD			Rate Type
. 0	Spots: <u>#</u> Ch 2 4			<u> Description</u> ИМ-F 9-10а	9-10a		0 NON1001TV			\$500.00 NM
							-			
	1 4	Tu 11.	/06/12 9:35 AN	/i M-F 9-10a	9-10a	:3	0 NON1001TV			\$500.00 NN
3	11/02/12	11/02/12	M-F 10-11a	10-11a	F	:30	1	\$150.00	NM	
ν	Veeks:	Start Date 10/29/12		/TFSS Spots/Week	<u>Rate</u> \$150.00					······································
5	Spots: # Ch	n Day Air	Date Air Time	Description	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 4	F 11	/02/12 10:55 AN	/ M-F 10-11a	10-11a	:3	0 NON1001TV			\$150.00 NIV
4	11/05/12	11/06/12	M-F 10-11a	10-11a	MT	:30	2	\$150.00	NM	
	Veeks:	Start Date	End Date MTW	/TFSS Spots/Week	Rate					
-		11/05/12			\$150.00					
٤	Spots: # Ch	n Day Air	Date Air Time	<u>Description</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 4		/05/12 10:31 AN	/i M-F 10-11a	10-11a	:3	0 NON1001TV			\$150.00 NA
	1 4	Tu 11	/06/12 10:44 AN	/IM-F 10-11a	10-11a	:3	0 NON1001TV			\$150.00 NM
5	11/02/12	11/02/12	M-F 11a-12p	11a-12p	F	:30	1	\$150.00	NM	
- \	Veeks:	Start Date 10/29/12		/TFSS Spots/Week	<u>Rate</u> \$150.00		, , , , , , , , , , , , , , , , , , , ,			
	Spots: # Ch			Description	Start/End Time	Lengi	th Ad-ID			Rate Type
	1 4		<u> </u>		11a-12p		0 NON1001TV			\$150.00 NM
	14	r fi	VWIZ TIZI AN	/: IVI-1 - 1 - 1 - 1 - 1	110-14P		O MONTOOT IA			\$150.00 INIV



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587548-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

							Spots/			
Line Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	CCM III A
6 11/05/12	11/06/12	M-F 11a-1	12p	11a-12p	MT	:30	2	\$150.00	NM	
Weeks:	Start Date	End Date	MTWTFSS MT	Spots/Week	<u>Rate</u> \$150.00					
Spots: # C	11/05/12 h Day Ai	11/11/12 r Date - Air	Time Descrip	2 ntion	\$150.00 Start/End Time	Lenati	n Ad-ID			Rate Type
1 4	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		46 AM M-F 11		11a-12p		) NON1001TV			\$150.00 NM
2 4	Tu 11	/06/12 11:	10 AMM-F 11	a-12p	11a-12p	:30	) NON1001TV			\$150.00 NM
7 11/02/12	11/02/12	M-F 12-1	)	12-1p	F	:30	1	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: # C			Time Descrip	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Type
14	F 11	/02/12 12:4	44 PM M-F 12	-1p	12-1p	:36	) NON1001TV			\$500.00 NM
8 11/05/12	11/06/12	M-F 12-1	ס	12-1p	MT	:30	2	\$500.00	NM	
Weeks:	Start Date 11/05/12	End Date 11/11/12	MTWTFSS MT	Spots/Week	<u>Rate</u> \$500.00					
Spots: # C			Time Descrip	_	Start/End Time	Lengt	Ad-ID			Rate Type
2 4		/05/12 12:2	24 PM M-F 12	-1p	12-1p	:30	) NON1001TV			\$500.00 NM
1 4	Tu 11	/06/12 12:2	28 PM M-F 12	-1p	12-1p	:30	) NON1001TV			\$500.00 NM
9 11/02/12	11/02/12	M-F 4-5p		4-5p	F	:30	1	\$375.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$375.00					
Spots: # C			Time Descrip	•	Start/End Time	Lengt	Ad-ID			Rate Type
1 4		/02/12 4:2	26 PM M-F 4-5	5p	4-5p	:30	) NON1001TV			\$375.00 NM
10 11/05/12	11/05/12	M-F 4-5p	· · · · · · · · · · · · · · · · · · ·	4-5p	M	:30	1	\$375.00	NM	
Weeks:	Start Date 11/05/12	End Date 11/11/12	MTWTFSS M	Spots/Week 1	<u>Rate</u> \$375.00					
Spots: # C	h <u>Day Ai</u>	<u>r Date</u> <u>Air</u>	Time Descrip	<u>otion</u>	Start/End Time	Lengtl	Ad-ID			Rate Type
1 4	M 11	/05/12 4:1	12 PM M-F 4-5	5p	4-5p	:30	) NON1001TV			\$375.00 NM
12 11/05/12	11/06/12	M-F 5-530	Эа	5-530a	-T	:30	1	\$300.00	NM	······································
Weeks:	Start Date 11/05/12	End Date 11/11/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$300.00			***************************************		
Spots: # C			Time Descrip	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Type
1 4	Tu 11	/06/12 5:	14 AM M-F 5-5	530a	5-530a	:30	NON1001TV			\$300.00 NM
14 11/05/12	11/06/12	M-F 530-6	ia a	530-6a	-T	:30	1	\$300.00	NM	
Weeks:	Start Date	End Date 11/11/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # C			Time Descrip	•	Start/End Time	Length	Ad-ID			Rate Type
2 4			54 AM M-F 53		530-6a		) NON1001TV			\$300.00 NM
15 11/02/12	11/02/12	M-F 7-9a		7-9a	F	:30	2	\$825.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 2	<u>Rate</u> \$825.00					
Spots: # C			Time Descrip	_	Start/End Time	<u>L</u> enatl	n Ad-ID			Rate Type
1.4	***************************************		25 AMM-F 7-9		7-9a		NON1001TV			\$825.00 NM
2 4	F 11	/02/12 8:3	35 AM M-F 7-9	9a	7-9a	:30	) NON1001TV			\$825.00 NM



14

М

11/05/12

9:15 PM 9-930p

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Chicago, IL 60677-3006

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587548-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
16 11/05/12	11/06/12	M-F 7-9a	7-9a	MT	:30	4	\$825.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFS:		<u>Rate</u> \$825.00					
Spots: # Ci				Start/End Time	i enati	Ad-ID			Rate Type
2 4		/05/12 7:54 AM M-F		7-9a		NON1001T	v		\$825.00 NN
3 4		/05/12 8:51 AM M-F		7-9a		) NON1001T			\$825.00 NN
4 4		/06/12 7:39 AM M-F		7-9a		) NON1001T			\$825.00 NN
1 4		/06/12 7:59 AM M-F		7-9a		) NON1001T			\$825.00 NN
17 11/04/12	11/04/12	Su 7-9a	Su 7-9a	S	:30	2	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS:		<u>Rate</u> \$500.00					
Spots: # Cl		-	-	Start/End Time	Lenati	Ad-ID			Rate Type
1 4		/04/12 7:29 AM Su		Su 7-9a		NON1001T	v		\$500.00 NM
2 4	Su 11	/04/12 7:54 AM Su	7-9a	Su 7-9a	:30	) NON1001T	ν		\$500.00 NN
18 11/02/12	11/02/12	530-6p	530-6p	F	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS:		Rate					
Spots: # Cl		11/04/12F- Date Air Time Des	·	\$1,000.00 Start/End Time	Longt	Ad-ID			Pata Tuna
1 4		/02/12 5:52 PM 530		530-6p		MON1001T	٧		Rate Type \$1,000.00 NN
19 11/05/12	11/05/12	530-6p	530-6p	M	:30	1	\$1,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFS: 11/11/12 M		<u>Rate</u> \$1,000.00					
Spots: # Cl				Start/End Time	Lengt	Ad-ID			Rate Type
1 4		/05/12 5:44 PM 530		530-6p		) NON1001T	v		\$1,000.00 NN
20 11/04/12	11/04/12	Su 5-6p	5-6p	<b>S</b>	:30	1	\$375.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS:		<u>Rate</u> \$375.00					
Spots: # Cl	h <u>Day Air</u>	Date Air Time Des	cription	Start/End Time	Lengt	Ad-ID			Rate Type
1 4	Su 11	/04/12 5:54 PM Su	5-6p	5-6p	:30	) NON1001T	V		\$375.00 NM
21 11/03/12	11/03/12	Sa 1030-1130p	1030-1130p	S-	:30	1	\$200.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS: 11/04/125	<u> </u>	<u>Rate</u> \$200.00					
Spots: # Cl			•	Start/End Time	Lenati	Ad-ID			Rate Type
1 4	Sa 11			1030-1130p		) NON1001T	V		\$200.00 NN
22 11/02/12	11/02/12	9-930p	9-930p	~	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS:		<u>Rate</u> \$1,800.00					
Spots: # Cl				Start/End Time	Lengfl	Ad-ID			Rate Type
1 4		/02/12 9:09 PM 9-9:		9-930p		) NON1001T	ν		\$1,800.00 NN
23 11/05/12	11/05/12	9-930p	9-930p	M	:30	1	\$1,800.00	NM	
Weeks:	Start Date	End Date MTWTFS:		Rate \$1,800,00					
Spots: # Cl		11/11/12 M Date Air Time Des		\$1,800.00 Start/End Time	lanati	Ad-ID			Data Tuna
opuls. # Cl	h <u>Day Alı</u>	Date All Hille Des		StatuEliu Hille	<u>rengn</u>	1 <u>70-10</u>			Rate Typ

9-930p

:30 NON1001TV

\$1,800.00 NM



31 11/02/12

Weeks:

Spots: # Ch

1 4

11/02/12

Start Date

Day Air Date

11/02/12

10/29/12

FOX Prime Friday 7-8p

End Date

11/04/12

MTWTFSS

Air Time Description

6:58 PM FOX Prime Friday 7-8p

7p-8p

Spots/Week

Send Payment To:
WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Invoice	e#	Invoice Date	Invoice Month	Invoice Period
58754		11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
24 11/02/12	11/02/12	M-F 1030-1102p	1030-1102p	F	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	11/04/12F	Spots/Week 1	<u>Rate</u> \$1,000.00				<del>, , , ,</del>	
Spots: <u>#</u> Cl 1 4		<u>r Date                                   </u>		<u>Start/End Time</u> 1030-1102p		<u>h</u> <u>Ad-ID</u> 0 мом1001т	V		<u>Rate Type</u> \$1,000.00 NM
25 11/05/12	11/05/12	M-F 1030-1102p	1030-1102p	M	:30	1	\$1,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$1,000.00			***************************************		
Spots: <u>#</u> Cl 1 4	h <u>Day Air</u>		iption	<u>Start/End Time</u> 1030-1102p		<u>h Ad-ID</u> 0 non10017	√		<u>Rate Type</u> \$1,000.00 <b>NM</b>
26 11/04/12	11/04/12	Su 9-10p	9-10p	S	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	11/04/12S	1	Rate \$1,800.00		1. 6 3 IPS	······		
Spots: <u>#</u> Ci 1 4		Date Air Time Descr /04/12 9:25 PM Su 9-1		Start/End Time 9-10p		<u>h Ad-ID</u> 0 non1001t	v		<u>Rate Type</u> \$1,800.00 NM
27 11/04/12	11/04/12	Su 10-1030p	10-1030p	S	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> Cl 1 4		Date Air Time Descri /04/12 10:23 PM Su 10		Start/End Time 10-1030p		<u>h Ad-ID</u> 0 non1001t	v		<u>Rate Type</u> \$1,800.00 <b>N</b> M
28 11/04/12	11/04/12	Su 1030-1102p	1030-1102p	S	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Cl 1 4		<u>Date</u> <u>Air Time</u> <u>Descri</u> /04/12 10:45 PM Su 10:		Start/End Time 1030-1102p		<u>h Ad-ID</u> 0 non1001т	·V	·	<u>Rate Type</u> \$1,000.00 NM
29 11/02/12	11/02/12	M-F 630-7p	630-7p		:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12F	Spots/Week 1	<u>Rate</u> \$3,500.00					
Spots: <u>#</u> Cl 1 4	n <u>Day Air</u>	Date Air Time Descri /02/12 6:36 PM M-F 6:		Start/End Time 630-7p		h <u>Ad-ID</u> 0 NON1001T	~		<u>Rate</u> <u>Type</u> \$3,500.00 <b>NM</b>
30 11/05/12	11/05/12	M-F 630-7p	630-7p	M	:30	1	\$3,500.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$3.500.00					
Spots: <u>#</u> Cl 1 4	n <u>Day Air</u>	1 17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ption	Start/End Time		<u>h Ad-ID</u> 0 non1001T	~v		<u>Rate Type</u> \$3,500.00 <b>N</b> M

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Rate \$1,000.00

7p-8p

Start/End Time

:30

Length Ad-ID

:30 NON1001TV

\$1,000.00

NM

Rate Type

\$1,000.00 NM



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5-				
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Advertiser	Product	Estimate Number
Now or Never PAC		N01N06

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
32 11/04/12	11/04/12	NFL on FOX 12p	12p-CC	S	:30	3	\$5,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week 3	<u>Rate</u> \$5,000.00					
Spots: # Cl	n <u>Day Air</u>	Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
2 4	Su 11/	04/12 12:47 PM NFL (	on FOX 12p	12p-CC	:3	0 NON1001T	V		\$5,000.00 NM
3 4	Su 11/	04/12 1:40 PM NFL (	on FOX 12p	12p-CC	:3	O NON1001T	v		\$5,000.00 NM
14	Su 11/	04/12 2:37 PM NFL (	on FOX 12p	12p-CC	:3	0 NON1001T	∿		\$5,000.00 NM
33 11/04/12	11/04/12	NFL OT on FOX	OT on FOX	S	:30	1	\$1,900.00	NM	
Weeks:	<u>Start Date</u> 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week 1	<u>Rate</u> \$1,900.00					
Spots: # C	n <u>Day Air</u>	Date Air Time Desc	<u>ription</u>	Start/End Time	<u>Lengt</u>	<u>h Ad-ID</u>			<u>Rate Type</u>
14	Su 11/	04/12 3:45 PM NFL	OT on FOX	OT on FOX	:3	0 NON1001T	ν		\$1,900.00 NM
34 11/03/12	11/03/12	Sa 10-1030p	10-1030p	5	:30	1	\$600.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S-	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: # Cl	n <u>Day Air</u>	Date Air Time Desc	ription	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 4	Sa 11/	03/12 10:30 PM Sa 10	)-1030p	10-1030p	:3	0 NON1001T	V		\$600.00 NM
35 11/05/12	11/06/12	M-F 6-7a	6-7a	M	:30	1	\$600.00	NM	
Weeks:	<u>Start Date</u> 11/05/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$600.00				***************************************	
Spots: # Cl	n <u>Day Air</u>	Date Air Time Desc	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
14	M 11/	05/12 6:38 AM M-F 6	6-7a	6-7a	:3	0 NON1001T	ν		\$600.00 NM

<u>Total Spots</u> **44** <u>Gross Total</u> **\$50,075.00** 

**Payment Terms 30 Days** 

Agency Commission

\$7,511.25

Net Amount Due

\$42,563.75